

# Broadcast Agreement



## WDYZ 990

Pennsylvania Media Associates, Inc.  
1188 Lake View Dr, Altamonte Springs, FL 32714  
Phone: 407-682-9494 Fax: 407-682-7005

Agreement Date: 9/19/16  
  
Attention: The Factor Inc  
Advertiser: Ana Carbonell  
Address: 999 Ponce de Leon Blvd Ste 520  
Miami, FL 33134  
  
Phone: 305-710-3625  
Fax:

Estimate Number:  
Product: Marco Rubio ad  
Protection:  
Representative: Raul Lugo  
Billing: Broadcast  
BS Week Start: 9/19/16  
BS Week End: 11/13/16  
Order Number:  
Agency:

Market	Station	Start	End	Len	Daypart	M	Tu	W	Th	F	Sa	Su	X	Week	Rate
Orlando	WDYZ	9/19/16	9/25/16	:60	6am-7pm			7	7	7	7	7		35	\$7.00
Orlando	WDYZ	9/26/16	10/30/16	:60	6am-7pm	7	7	7	7	7	4	4		43	\$7.00
Orlando	WDYZ	11/7/16	11/13/16	:60	6am-7pm	7	7							14	\$7.00
Orlando	WDYZ	10/31/16	11/6/16	:60	6am-7pm	6	6	6	6	5	5	5		39	\$7.00
Orlando	WDYZ	10/31/16	11/6/16	:60	5am-12am							1		1	\$3.00
															\$0.00
															\$0.00
															\$0.00
															\$0.00
															\$0.00

### PAYMENT DUE IN ADVANCE OF SCHEDULE EACH MONTH

**TRAFFIC INSTRUCTIONS:** Is the product a new order?

Yes ☐ No ☐

If NO, Does it replace all other traffic on the existing order?

Yes ☐ No ☐

Is spot IN-HOUSE? If NO, where and when can I get the spot?

Yes ☐ No ☐

### Investment by Broadcast Month

September, 2016	\$245.00
October, 2016	\$1,505.00
November, 2016	\$374.00
December, 2016	\$0.00
January, 2017	\$0.00
February, 2017	\$0.00
March, 2017	\$0.00
April, 2017	\$0.00
May, 2017	\$0.00
June, 2017	\$0.00
July, 2017	\$0.00
August, 2017	\$0.00
September, 2017	\$0.00
<b>Total</b>	<b>\$2,124.00</b>

The Advertiser agrees to the terms and specifications contained in this agreement. Pennsylvania Media Associates, Inc. agrees to issue orders reflecting the terms and specifications to participating facilities. Media participation may be subject to availability at the time the schedule is placed. Pennsylvania Media Associates, Inc. reserves the right to approve all copy and/or tapes provided by the Advertiser or its Agent. The Advertiser or its duly assigned Agent promises to pay and shall be solely liable for payment to Station or its assignees. Receipt of signed Broadcast Agreement by facsimile transmission shall be binding as a legal document in lieu of original Broadcast Agreement. **Terms are cash in advance of schedule unless prior credit approval is granted by Pennsylvania Media Associates, Inc. Cancellation or adjustment of this schedule requires a 28-day written notice.** Station may provide commensurate coverage if any announcements are missed during this schedule. Clearance may vary plus or minus five percent. Make goods will be aired within ten days from scheduled dates unless otherwise specified.

Ana Carbonell

9/19/16

Pennsylvania Media Associates, Inc.

9/19/16

**ORDER**

**Orders**  
**Order / Rev:** 254256  
**Alt Order #:**  
**Product Desc:** Marco Rubio Ad Spot 60secs  
**Estimate:**  
**Flight Dates:** 09/19/16 - 11/13/16  
**Original Date / Rev:** 09/20/16 / 09/20/16  
**Order Type:** GENERAL

**WDYZ-AM**  
**Primary AE:** Raul Lugo  
**Sales Office:** L-ORL  
**Sales Region:** Local

**Agency**  
**Name:** The Factor Inc  
**Buying Contact:** Ana Carbonell  
**Billing Contact:**  
 999 Ponce de Leon Blvd Ste 520  
 Miami, FL 33134

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser**  
**Name:** The Factor Inc  
**Demographic:** HH  
**Product Codes:** Political Candidates  
**Priority:** P-04  
**Revenue Codes:** DIR, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/25/16	35	\$245.00	\$245.00
09/26/16	10/30/16	215	\$1,505.00	\$1,505.00
10/31/16	11/08/16	54	\$374.00	\$374.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	35	\$245.00	\$245.00	0.00
October 2016	215	\$1,505.00	\$1,505.00	0.00
November 2016	54	\$374.00	\$374.00	0.00
<b>Totals</b>	<b>304</b>	<b>\$2,124.00</b>	<b>\$2,124.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Raul Lugo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDYZ	09/19/16	09/25/16	Sign-On/Sign-Off Sign-On/Sign-Off	CM	6:00 AM-7:00 PM (6:00 AM-7:00 PM)	--77777	1:00	35	\$7.00	P-04	0.00	NM	35	\$245.00
N 2	WDYZ	09/26/16	10/30/16	Sign-On/Sign-Off Sign-On/Sign-Off	CM	6:00 AM-7:00 PM (6:00 AM-7:00 PM)	7777744	1:00	43	\$7.00	P-04	0.00	NM	215	\$1,505.00
N 3	WDYZ	11/07/16	11/13/16	Sign-On/Sign-Off Sign-On/Sign-Off	CM	6:00 AM-7:00 PM (6:00 AM-7:00 PM)	77-----	1:00	14	\$7.00	P-04	0.00	NM	14	\$98.00
N 4	WDYZ	10/31/16	11/06/16	Sign-On/Sign-Off Sign-On/Sign-Off	CM	6:00 AM-7:00 PM (6:00 AM-7:00 PM)	6666555	1:00	39	\$7.00	P-04	0.00	NM	39	\$273.00
N 5	WDYZ	10/31/16	11/06/16	Sign-On/Sign-Off Sign-On/Sign-Off	CM	5:00 AM-12:00 XM (5:00 AM-12:00 XM)	-----1	1:00	1	\$3.00	P-04	0.00	NM	1	\$3.00
<b>Totals</b>														<b>304</b>	<b>\$2,124.00</b>

9/20/16

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, AND MACCADEL

being/on behalf of: MARCO RUBIO

a legally qualified candidate of the Republican

political party for the office of: U.S. Senate

in the November 8<sup>th</sup> General Election

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
60" 30"					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

MARCO RUBIO FOR US SENATE 2016

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

LISA LISKER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

9/13/2016  
Date

[Signature]  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check appropriate box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, ANA M CARBONEL

belong/on behalf of: MARCO RUBIO

a legally qualified candidate of the Republican

political party for the office of: U.S. Senate

in the November 8<sup>th</sup> General Election

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
60" 30"					

Attach proposed schedule with charges (if available):

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Ana M. Carbonell (MARCO RUBIO for Senate 2016)  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

  
signature of candidate or authorized committee

ANA M. CARBONELL  
printed name

9/13/2016  
date

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See PROPOSAL ATTACHED					

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political file include a folder for "Fees and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.